

Casual Club: the whole world like New York



up: Home page of www.casualclub.com
left: Limousine Party

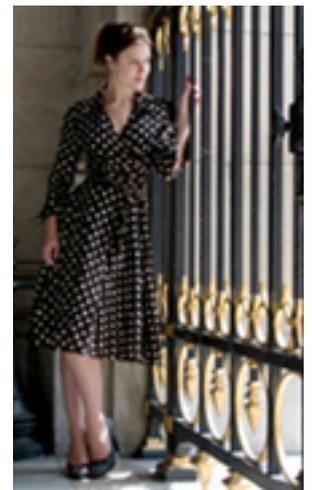
Online dating is a well-established reality by now. Millions of people around the world spend their evenings exchanging e-mails and confiding spicy intimate secrets to someone who they may never meet in person.

But as the characters of the lush evergreen *Sex and the City* taught not all women, and of course not all men, are in search of love or prone to the exchange of confidences. Indeed, it is a merit of the American TV series to have established in the collective imagination the one night stand as something no longer seen as secret and sinful, but as a legitimate pastime and, in case, a fun topic of conversation.

But not all cities are like New York, so how to live interesting escapades with ease and without having to rely on unpredictable blind dates? It is the Internet to provide an effective solution, thanks to the more recent evolution in online dating: casual dating sites. While subscriptions to dating sites that offer romantic love are stagnating in recent times, the subscriptions to sites dedicated to casual encounters are growing exponentially. And the surprise is that women are leading the way, often in the role of hunter rather than prey.

Among the many sites that make no secret of their goals one of the most interesting is CasualClub.com. The cornerstone is absolute privacy: no photos, no chat and profiles that shows only the users' sexual preferences, tastes and the locations where they wish to find a partner. A complex algorithm is responsible for selecting and proposing possible new partners to the members: they can then choose to get in touch, exchange messages, or go straight to the point to feel the thrill of surprise. And if you are very shy, a wide selection of ready-made phrases helps breaking the ice for the first contact.

Carrie and the Girls can put away their expensive shoes and clothes for the exhausting evenings around bars and thanks to technology they can sit on the sofa organizing hot dates without the risk of having to cope with endless, and often inconclusive, dinners out. Hoping that the City does not take offense.



*Jessica
29 years
Liverpool*

After many years of matrimonial bore I finally got back the thrill of passion. I'll never thank you enough for what you've done for me.